

LEO BURNETT U.S.A.
a member of the Leo Burnett family
Add 280-D3 - "World's 11" - Reg# 103233 - Page 4/C-(9 3/4" x 11 1/4") - Supplements, 1986
Printed in U.S.A.
(FD4)

PLAYERS LIGHTS 25¢

5 free in every pack.

● I just
came into a
windfall. ●

25 of the finest
for the price of 20.

PLAYERS
Kings & 100's
Lights 25's

Kings & 100's
Regular and Menthol

My suggested pricing based on full-price brands.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Kings: 10 mg "tar," 0.8 mg nicotine—
100's: 12 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.



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Source: <https://www.industrydocuments.ucsf.edu/docs/r1kn0003>

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